

July 2021

The Creative Economy

Arts as an Economic Driver and Community Builder
in Transylvania County



Today's Discussion

The Local/Regional Creative Economy

How a Community Benefits from Arts

Brief Background on TC Arts Council

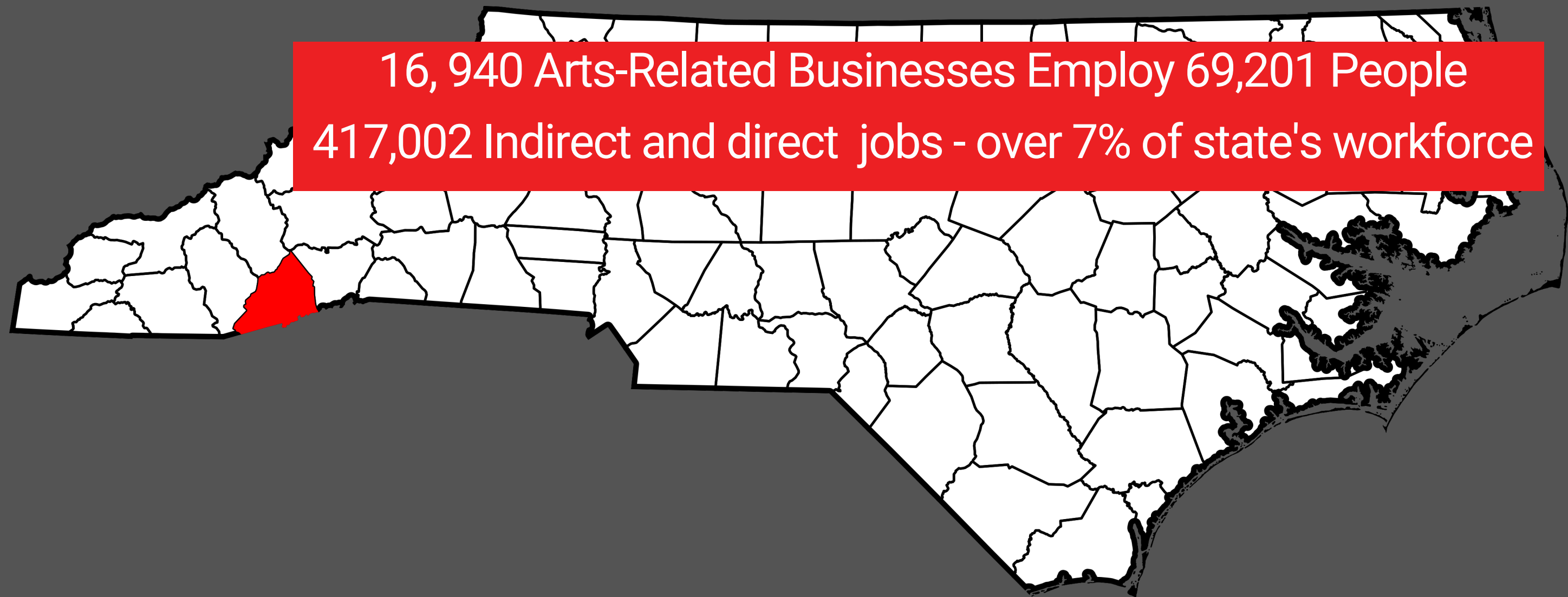
How You Can Help

Q & A



The Creative Economy

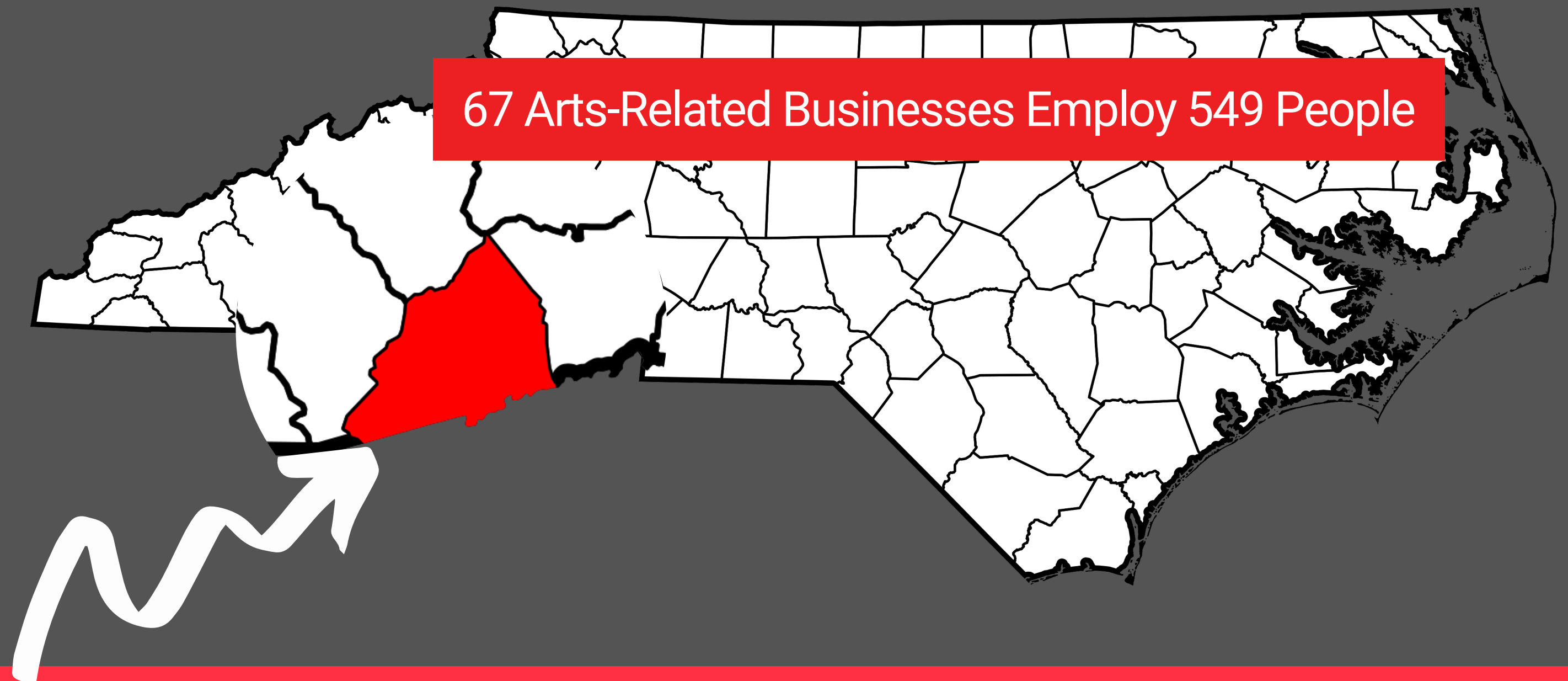
North Carolina



Reference: Americans for the Arts and NC Arts Creative Vitality Suite

The Creative Economy

Transylvania County



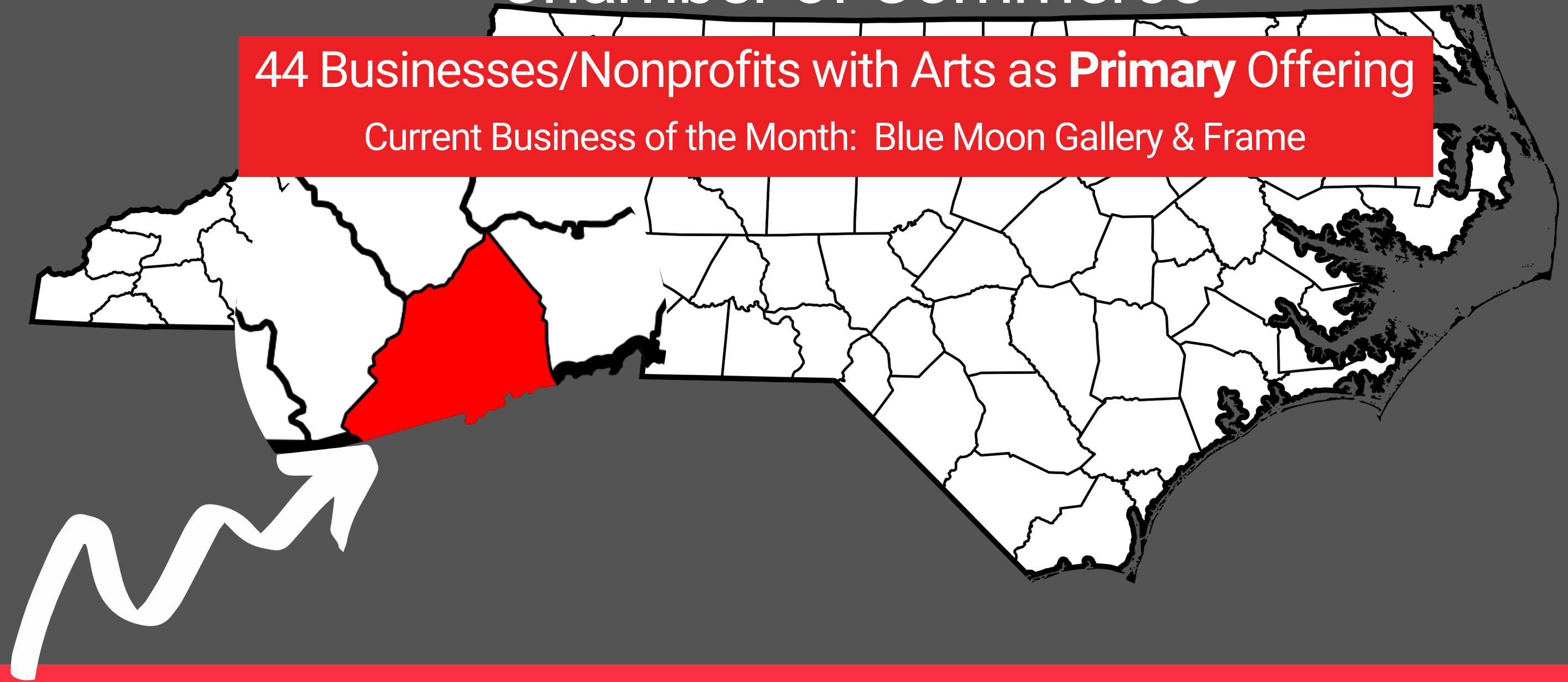
The Creative Economy

Transylvania County

Chamber of Commerce

44 Businesses/Nonprofits with Arts as **Primary** Offering

Current Business of the Month: Blue Moon Gallery & Frame



Reference: Brevard/Transylvania Chamber of Commerce Website - Business Categories

Community Benefits

1

Arts strengthen the economy

2

Arts drive tourism and revenue to local businesses

3

Arts unify communities

Local Community Arts Nonprofits

NC attendees on average spend \$30.66 per each Arts & Culture event in addition to the cost of admission

64.6% of non-local attendees said the event was primary purpose for coming to the area

Economic Statistics

Reference: Arts North Carolina - How Do Arts Nonprofits Impact the North Carolina Economy



Photo: Rob Travis

Brevard Philharmonic

Brevard Music Center

A few statistics



Student Musicians at
Summer Music Festival

\$14.9 Million
Total Economic Impact
for TC in 2015

18% of total tourism
dollars in TC in 2015

245 FTE jobs supported
locally by BMC despite
seasonality

Reference: Brevard Music Center Economic Impact Study 2015

TC Arts Story

1972

1982

2016-17


2017

2020


Present




Organized as
Festival for the
Arts




Filed to
become
501C-3
Organization




Building was
completely
renovated



Number 7 Arts
relocated to
corner of Main
St. & Broad St.
- 38 artists



Closed Building
due to
pandemic,
reopened in
April 2021



Continuing our
mission of
"Arts for All"

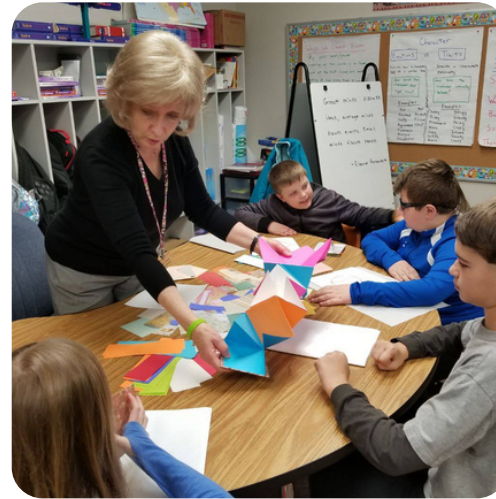
TC Arts Mission

To enhance the quality of life in Transylvania County by celebrating and nurturing the creative spirit of artists, youth and individuals throughout the County.

We will accomplish this mission by: promoting all visual and performing arts in the County; educating our youth; educating adults, both locals and visitors; providing art opportunities for all;

- *enhancing Economic Development through the arts; and***
- *being the voice for the arts in Transylvania County***

Our signature programs



Arts in Schools



Summer Arts Academy



Performing Arts Series



Exhibits to Support Working Artists



Number 7 Arts



Community Pottery Program



Resources to learn more



tcarts.org



ncarts.org



artsnc.org



americansforthearts.org



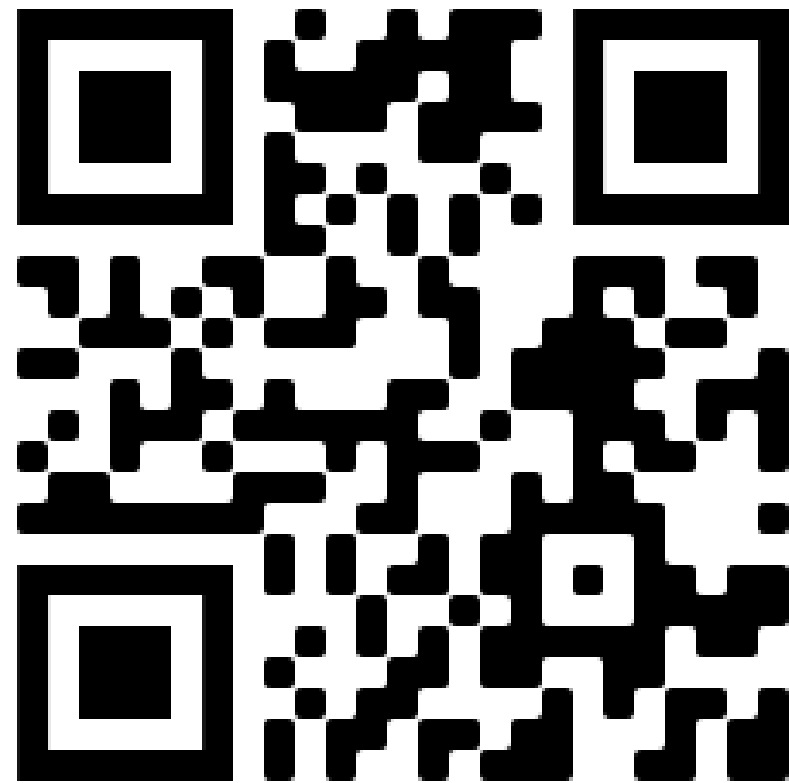
southarts.org



any and all Transylvania County
arts businesses & nonprofits



How can you help?



Continue to learn more about
The Creative Economy



Inform, influence & be an Ambassador

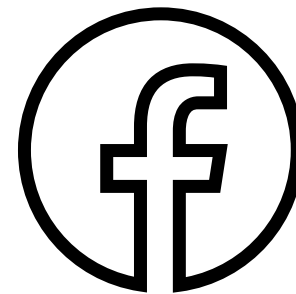


Support Legislative funding
for the arts

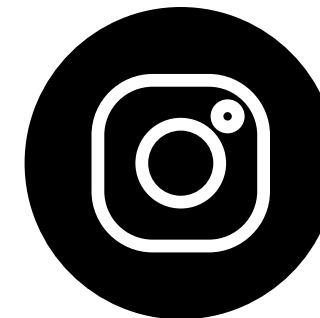


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Questions, comments, ideas?

Feel free to reach out!



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